

Product Release



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Strengthening its leadership in the home video game market, Atari, Inc. announced today the most comprehensive and extensive advertising-merchandising program for 1982 of any video game manufacturer.

"When a dealer buys an Atari Video Computer SystemTM he buys an entire support package," said Ron Stringari, vice-president of Atari's Consumer Electronics Division. "Atari dealers are backed by full-time merchandisers, service centers nationwide, a library of point-of-purchase sales aids and the largest advertising budget in Atari history."

In 1982 Atari will double its last year's advertising budget and outspend its competition two to one.

Atari's advertising strategy for 1982 is a year-round campaign. Using the major theme of "Have You Played a Game From Atari Today?" and spotlighting a new game cartridge each month, Atari plans blanket coverage of network and cable television, spot messages on local radio and television and attractive ads in national magazines and Sunday newspapers.

In addition Atari dealers receive the 1982 Dealer Advertisement Planner -- or everything a dealer need know about advertising his Atari products.

This free notebook explains how to effectively use the Atari name and logo and how to buy television and radio time and newspaper space in a dealer's area.

It also provides prepared artwork and advertising copy as well as photo boards and radio scripts of Atari's national advertisements. With the Planner's

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order forms dealers can order video tapes and radio messages from the national campaign, and can request the latest artwork and copy as they appear.

Atari dealers are receiving unprecedented point-of-purchase support in 1982. New display centers with an attractive marquis and colorful graphics, place all game cartridges and VCSTM accessories into a single tidy unit. Counter-top displays are available for the first time for use in small stores or large retail outlets that need additional displays.

Also available for dealers is the Game Plan Binder that contains product and price lists and service information, a splashy new product catalog and colorful brochure of existing game cartridges that unfolds into an exciting poster.

There is a library of customer literature and promotion devices including buttons, window stickers, easel cards that highlight new cartridge releases and a pocket tip card that gives salespersons instant information about Atari products.

Atari is a leading designer and manufacturer of video games for family game centers, home-video games and home computers for a variety of applications. The company is a wholly-owned subsidiary of Warner Communications, Inc.

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